



## **Religious Moments as the Basis of Omni-Channel Marketing Communication Management at Prima Aqiqoh Bandar Lampung**

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### **Abstract**

The livestock business is a unique business, different from ordinary businesses such as the daily necessities business. The livestock business is usually associated with special moments, namely Eid al-Adha (qurban) and aqiqoh. This business is very interesting to study, because this business is related to: special moments, special goods and services, as well as special market segmentation and target markets. The aqiqoh business is closely related to religious awareness as well as closely related to the economic capabilities of young Muslim families, when they decide to carry out aqiqoh. Similarly, the sale of livestock at the moment of Eid al-Adha, only occurs in a once-a-year period. Therefore, the livestock business requires marketing communication management that is managed specifically, different from other business marketing. This research method was conducted to obtain data through interviews, observations and documentation on the object of research. The purpose of this research is to find out how marketing management uses omni channels as a means of marketing livestock by utilizing religious moments, namely aqiqoh and qurban carried out by PT Prima Aqiqoh Lampung. The results of this study indicate that the combination of Instagram social media utilization and social networking is very effective for livestock business marketing media, especially at religious moments of aqiqoh and qurban.

**Keywords:** Omni-channel, prima aqiqoh, social media, social networking.

### **Introduction**

The livestock business is not an ordinary business. The development of this business needs long integrated and sustainable thinking. In this research, what is meant by the livestock business is a livestock business that is integrated with the business for religious moments of the Muslim community carried out by the family business of PT Prima Aqiqoh Lampung. In its business, Prima Aqiqoh utilizes important religious moments that are usually carried out by Muslim communities and young Muslim families. The moment is the moment of Eid al-Adha and the moment of aqiqoh. At the moment of Eid al-Adha, Muslim communities usually

perform qurban by slaughtering cattle or goats. While at the moment of aqiqoh, young families who are blessed with children, will slaughter goats as a sunnah of the Prophet Muhammad SAW for the birth of their children. For boys, it is recommended to slaughter 2 aqiqoh goats while for the birth of a girl, one goat is enough. This is recommended especially for families who are financially able to carry it out.

The livestock business by utilizing religious moments, namely the aqiqoh and qurban moments, is special because it cannot be sold at any time and by any person. Those who are qualified to perform qurban and aqiqoh are those who are financially capable and have sufficient religious awareness. On the other hand, raising livestock takes a long time to breed. Livestock rearing and the livestock business require special skills, special cages and environments, and healthy feed so that the livestock are healthy and fat.

Therefore, the livestock business by utilizing religious moments, especially the moment of aqiqoh and the moment of Eid al-Adha or qurban day, has its own specialty. There are several things that are special in the livestock business by utilizing the religious moments of aqiqoh and qurban, including the following:

1. Religious moments for livestock breeding are only at special moments, namely the moment of aqiqoh and the moment of Eid al-Adha (qurban). The moment the Muslim community performs qurban only happens once a year. While aqiqoh is done only at the moment of the birth of a baby, meaning that it is only once in the life of a Muslim.
2. The target market: special, namely the Muslim community for qurban moment and or young Muslim families for aqiqoh moment.
3. Products sold: not ordinary goods, but living things that require special care.
4. Raising livestock requires special skills, special care, special cages, links and matches with breeders' circles, availability of appropriate feed, and risks of livestock death.
5. Requires a good and specific marketing communication management process in order to reach its specific target market.
6. Efforts are needed to organize sustainable businesses and services, paying attention to sustainable and integrated supply chains.

From the description mentioned above, the selection of this topic is important and interesting, as the moment is specific, the goods and services sold are special with a special target market as well. Therefore, marketing communication management in this business is also special.

## **Literature Review**

### **Marketing Communication Management**

Management is the art of management or the art of managing. In the process, management consists of planning, organizing, action, and monitoring and evaluating (Nugraha et al., 2024). Marketing management will manage various things related to marketing, both the product, the target market and various marketing support media (Suharti, Boari, et al., 2024).

## ***Religious Moments as the Basis of Omni-Channel Marketing Communication Management at Prima Aqiqoh Bandar Lampung***

Marketing management that is oriented towards sharia activities or activities, using religious moments as the basis for marketing its products and services such as Prima Aqiqoh, they try to apply the principles of sharia management, which prioritize halal, humanity and care and uphold ethics and morals in doing business or muamalah (Judijanto et al., 2024). Sharia-based management will also support the trust and branding of the company or institution, in this case Prima Aqiqoh, in the eyes of its consumer audience.

### **Communication Management**

Communication management is the process of planning, organizing, implementing and evaluating all elements of communication. Communication is the process of delivering messages, using media to audiences to achieve the desired target or result. The communication process is briefly made in the flow of talk about : S-M-C-R-E and if possible F or feedback. S is the source, or communicator. M is the message, C is the channel, R is the receiver or communicator. E is the desired effect, which can be positive or negative effects, either immediate effects or long-term effects. The effect in communication in general is the occurrence of agreement and the achievement of mutual understanding or understanding of the content of the message conveyed. While the element F, what is meant is feedback or feedback from the recipient of the message, so that communication can run reciprocally giving each other a response (Damayanti et al., 2025).

### **Marketing**

Marketing is:

1. The process of managing marketing elements, especially products and their attributes.
2. The efforts to fulfill the wants, needs and satisfaction of consumers or users.
3. The exchange of value.
4. The creation of a sustainable relationship with its consumers (relationship).

What is meant by a relationship in marketing is the occurrence of ongoing transactions with its consumers. With the rapid changes, marketing must adapt to the needs of the era, which prioritizes the use of digital channels and focuses on the interests of customers or consumers. The use of digital media has contributed positively to customer service. These contributions include shortening distances, facilitating searches and more economical and efficient advertising and marketing costs (Suharti, Boari, et al., 2024).

Based on the description above, it can be concluded that marketing communication management is an effort to manage communication elements in the marketing implementation process in order to manage products and their attributes, in order to meet consumer needs and satisfaction and sustainable and sustainable sales relationships or transactions.

In the marketing process, it is usually also known as the use of a marketing promotion mix using 7 P (product, price, place, promotion, people, process and physical evidence) (Aduski, 2020) and then can be abbreviated to just 4P (Product, Price, Place and promotion). Discussions in marketing are also always related to determining STP, namely segmenting, targeting and positioning. Segmenting is determining the target audience, targeting is the

specific target of the targeted audience. Meanwhile, positioning is how the products and services sold can occupy the hearts and minds of their audiences specifically and positively, so that consumers always remember when it comes to purchasing these products and services (Putri et al., 2022). Meanwhile, Astri Rumondang Banjarnahor et al. define marketing communication as the media and messages used to communicate with the market (Banjarnahor et al., 2021). Increasingly fierce business competition, changes in consumer behavior and the development and changes in technology that are very rapid, causing marketing to begin to change according to the demands of the times. Marketing is now increasingly complex with the support of technology that can reach the interests and satisfaction of marketing consumers (Widyastuti, 2017). Integrated media utilization is a necessity for marketing communication. Peter Drcuker, as quoted by Zainurossalamia, that marketing has the aim of understanding the wants and needs of consumers, so that products can adjust themselves so that consumers want to buy them (Zainurossalamia ZA, 2020).

### **Omni-channel**

The meaning of omni-channel communication is media selection that combines online media or channels and non-online channels (Merritt & Zhao, 2020). Selection by integrating the power of online media and non-online media has a significant impact on increasing consumer confidence (Chen & Chi, 2021). Omni-channel also means the use of various media as a means to reach its audience (Marinescu & Banacu, 2023).

Media selection must be adjusted to the segmentation, targeting and positioning of the products and services being sold. Some research on STP (segmenting or market segmentation, targeting or target market and product positioning) (Hendrawan, 2021). The three things that are the basis for building marketing communications are described as follows:

1. Market segmentation: audience selection based on audience demographics and psychographics
2. Targeting: more specific selection of certain audiences from predetermined audience segments. For example, the Muslim segment is targeted at young families and specifically targets mosque congregations, Muslim communities and recitation congregations.
3. Positioning: how to place products and services in the hearts and minds of their audiences (for example: luxury goods, quality goods, cheap but not cheap, ready to wear, blessings - halal and thoyib, healthy and healthy and others).

### **Prima Aqiqoh**

Prima Aqiqoh is a family business engaged in livestock business for Islamic religious events, namely aqiqoh and cattle for qurban in Lampung (Suharti et al., 2021). At certain times, Prima Aqiqoh also serves buffalo slaughter for the purposes of Lampung traditional ceremonies. Lampung traditional ceremonies usually use special livestock, namely buffalo. For buffalo in particular, the market segmentation is specifically for indigenous people, whose marketing is not going well, since traditional ceremonies are rarely carried out, especially only at moments when rank and status are customary in Lampung society. Therefore, this research only focuses on the marketing communication management of cattle and goats for religious moments of aqiqoh and qurban (Eid al-Adha) conducted by PT Prima Aqiqoh Lampung.

## **Research Method**

This research is qualitative research. Data were obtained through field observations, interviews and documentation at the location and object of research, namely the family business of PT Prima Aqiqoh Lampung. Interviews were conducted with informants, which were the owner and media staff of PT Prima Aqiqoh Lampung.

## **Results and Discussions**

### **Marketing Communication Management of Omni-media in Prima Aqiqoh Lampung**

PT Prima Aqiqoh (hereinafter referred to as Prima Aqiqoh) in conducting marketing communication management in its livestock business, also carries out procedural steps, including: planning, implementation of target market selection and positioning and evaluation. Planning is conducted to plan media and other channels and media content selection. The media selected are social media, especially IG and Youtube. The content uploaded is aqiqoh services and promotion of educational tours and internship cooperation with schools. In addition to social media, Prima aqiqoh also utilizes communication networks with Islamic communities and schools in Bandar Lampung. Both means, referred to as omni media, have an impact on the widespread dissemination of information, both by direct media visits and continuing to be a means of “getok tular” (mouth to mouth). The followings are the brief overviews of the marketing communication management activities for the livestock business at Prima Aqiqoh:

#### **1. Product Management and Its Attributes**

Livestock is commonly considered as merchandise with dirty, smelly and other inconvenient attributes. Livestock business service is a challenge in itself, in order to become the choice of consumers. Competition in this business is also extremely fierce, in addition to competing with local businesses there are also challenges of government policies related to the import of carcass meat and live animals from other countries, which are cheaper. Dealing with this, Prima aqiqoh manages the cage and the location around it very comfortable, beautiful with flower gardens and comfortable garden living rooms, no odor and provides integrated aqiqoh and qurban services. The implementation of slaughtering aqiqoh goats is given various other service attributes such as; giving gifts of cute goat dolls, giving certificates for carrying out aqiqoh, cooking and delivery package services and distribution to Islamic boarding schools and orphanages accompanied by reliable documentation of activities. Beauty, cleanliness, comfort and integrated farming patterns, become a comfortable place for school children to conduct educational tours at Prima Aqiqoh. Prima aqiqoh has implemented the concept of integrated farming, so that the utilization of livestock waste can be optimized and nothing is wasted. Product appearance, service location and around the cage, foster consumer confidence (Nastain, 2017), that Prima Aqiqoh is extremely comfortable and provides optimal service. This in turn can add to the branding of Prima Aqiqoh as a trustworthy, professional and reliable aqiqoh and qurban service.

Some of the situations and conditions of the Prima Aqiqoh sales and service environment (livestock pens) in order to foster consumer confidence in Prima Aqiqoh products and services (branding and positioning) are as follows:



Figure 1. The atmosphere of the pen and the beautiful environment of the pen is the image of the product and its attributes, so that the audience's brand image of Prima Aqiqoh is formed.

## **2. Target Market Determination**

Determining the target market starts with determining the audience segment. Determining the audience segment of the livestock business for the religious moments of Aqiqoh and qurban, is certainly the Muslim community. For the aqiqoh moment, this audience segment is more specialized in young Muslim families who are still productive in the sense that they will still have children. As for the qurban moment, it is specific to the community or group of mosque activists, recital groups, who are certainly those who have financial sufficiency and religious attachment and awareness. The target market for this group of Muslim communities is targeted through the existence of a network of recitations, Islamic and public schools as well as Hajj and Umrah networks.

## **3. Planning The Use of Online Media and Its Content**

Youtube, line and IG or Instagram media become alternative media and marketing communication channels used by Prima Aqiqoh. The strategic location and spatial arrangement at the Prima Aqiqoh location which is clean, beautiful and beautiful is feasible and supportive as a means of promotion and content creation in the IG created. Various activities that have been carried out in a beautiful and integrated cage location, such as educational tours, good livestock slaughtering processes and price promotions, are always updated in their social media content. This further adds to consumer confidence, about Prima Aqiqoh as a trusted aqiqoh service provider in Lampung.

#### 4. Building Networks

Mosque networks, networks of Islamic boarding schools, integrated Islamic schools and public schools, recitation communities, implementing networks and Umrah services are networks that are formed to build marketing communications. The target market is specifically those in the community, who routinely carry out Qurban animal slaughter committee activities. As for the young Muslim family market, through social media and integrated school networks, the children of these young families, through their respective schools, are taken for educational tours at the Prima Aqiqoh farm location which is beautiful, comfortable and beautiful. Children will provide information about Prima Aqiqoh by mouth to mouth communications. Families will add information by looking at Prima Aqiqoh's Instagram social media.

Many public schools have also utilized Prima Aqiqoh's business as an internship for their students. Through mouth to mouth communications, school children or students who conduct study tours at Prima Aqiqoh will inform the existence of Prima Aqiqoh to their parents and families. Network cooperation with farmers and “the belantik” who look for livestock to cages, is an effort to get well-maintained livestock. While the community network is maintained and community activities are added in the form of breaking the fast with selected community representatives, during Ramadhon in order to strengthen and establish relationships with the target market.

The following illustrates the scheme of using omni channels for marketing communications used by Prima Aqiqoh:

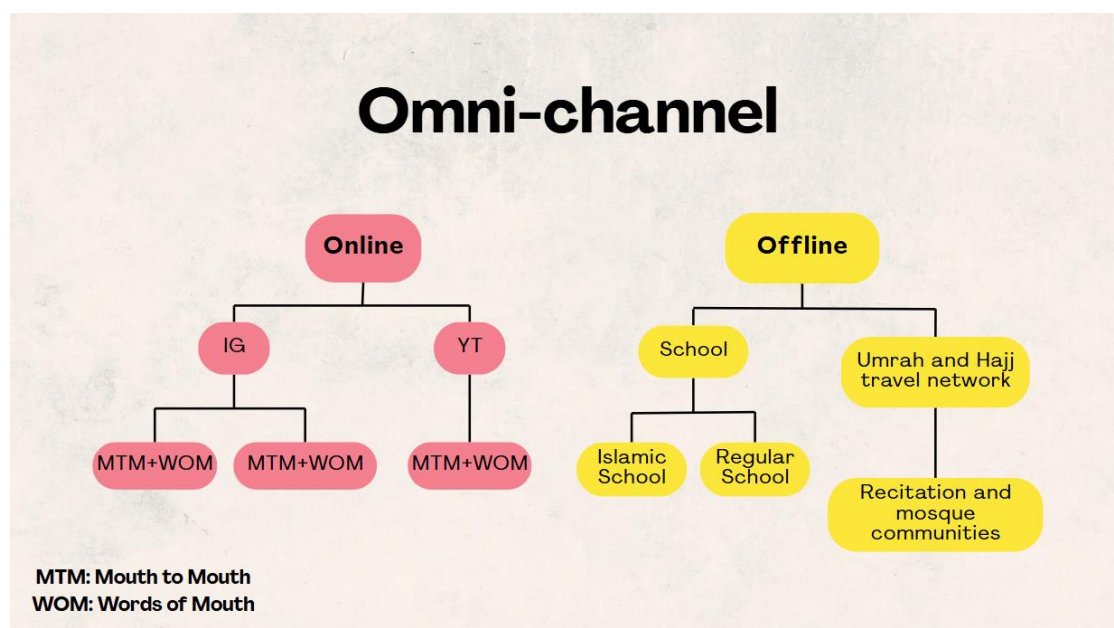


Figure 2. Omni Channel Prima Aqiqoh uses online media and Muslim social community networks.

#### 5. Positioning

Positioning is an effort to build an image in the minds of consumers regarding the products and services offered even about the company that provides products and services. Branding strategy is one of the strategies packaged to support the positioning of these products, services and companies (Ali & Alkhafaji, 2022). Positioning in marketing communications



Prima Aqiqoh is a product and service that emphasizes: excellent service, halalan thoyiban and abundant blessings. Brand image, has a strong influence, when consumers make choices (Jalaludin et al., 2024), where values and personality will be integrated in the choice of using the products and services they need (Harisandi et al., 2024).

Delivery services and cooking aqiqoh meat to boarding schools and orphanages that already have a network of cooperation or are well known to the public, adding blessings and benefits. It is beneficial for those who are less fortunate, such as children from orphanages and other social institutions, because they get a complete package of rice boxes with meat side dishes at aqiqoh religious moments served by Prima Aqiqoh. On the other hand, the organizers of the moment of aqiqoh and or qurban, experience the benefits of the blessing of sharing their fortune with the poor.

These values and principles, become one of the added values that can increase product and service branding that becomes consumer confidence (Sudirman, SE., M.Si & Musa, SE., M.Si, 2023). For Muslim consumers, this kind of value and guarantee is essential in order to increase faith and social care, in addition to blessings, halal and thoyyib (Suharti, Suciska, et al., 2024). The concepts and principles of sharia management that are halal, thoyyib and do not contain elements of ghoror and maisyir (fraud) (Judijanto et al., 2024) have always been the foundation of Prima Aqiqoh owners in their aqiqoh business.

#### **6. Monitoring and Evaluation**

Monitoring and evaluation is an important part of the management process. From monitoring and evaluation, recommendations for improving activities can be obtained, so that future performance can be even better. Monitoring and evaluation activities focus more on evaluating media content and its effectiveness. Every semester an evaluation meeting is held by the media team with the leadership, to find out the extent to which the target has been achieved, whether it has been targeted and there has been an improvement in marketing results using online media and the selection of content that is right on target is an important point in monitoring and auditing communication (Kurniawati et al., 2023).

### **Conclusion**

The religious moments of aqiqoh and qurban holidays, become the central point of livestock sales at Prima Aqiqoh Lampung. With product and service management, determining market segmentation and using omni channels as a standard of management or marketing management. The utilization of omni channels in the Prima Aqiqoh business is by using online media and social networks with Muslim community groups. The online media used are Instagram, Youtube and line. IG gets more response from its followers than online media, because the content is always updated. Social networking is conducted through Islamic and public school networks, mosque and recitation communities, Muslim communities and Umrah organizers. The management of livestock, pens and the surrounding environment, as well as various activities in beautiful, clean and healthy pens, are tools for creating and updating social media content. Monitoring and evaluation is carried out in a span of 3-6 months, in order to correct the effectiveness of the media in targeting its audience and evaluate its relationship with sales volume. The implementation of the integrated farming concept is also followed by integrated services, especially in the aqiqoh animal slaughtering dim omen service. The service integration is : slaughtering, cooking, delivery and distribution to orphanages or boarding



## ***Religious Moments as the Basis of Omni-Channel Marketing Communication Management at Prima Aqiqoh Bandar Lampung***

schools. The use of omni channels, such as online media and social networks in marketing livestock businesses by utilizing religious moments is a very important and better due to a wider range of audiences. This could foster mouth to mouth marketing (MTM), both direct MTM by mouth and MTM by social media.

### **Declaration of conflicting interest**

The authors declare that there is no conflict of interest in this work.

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